



THREE RINGS

THE BALLANTINE NEWSPAPER

VOL. 6, No. 2

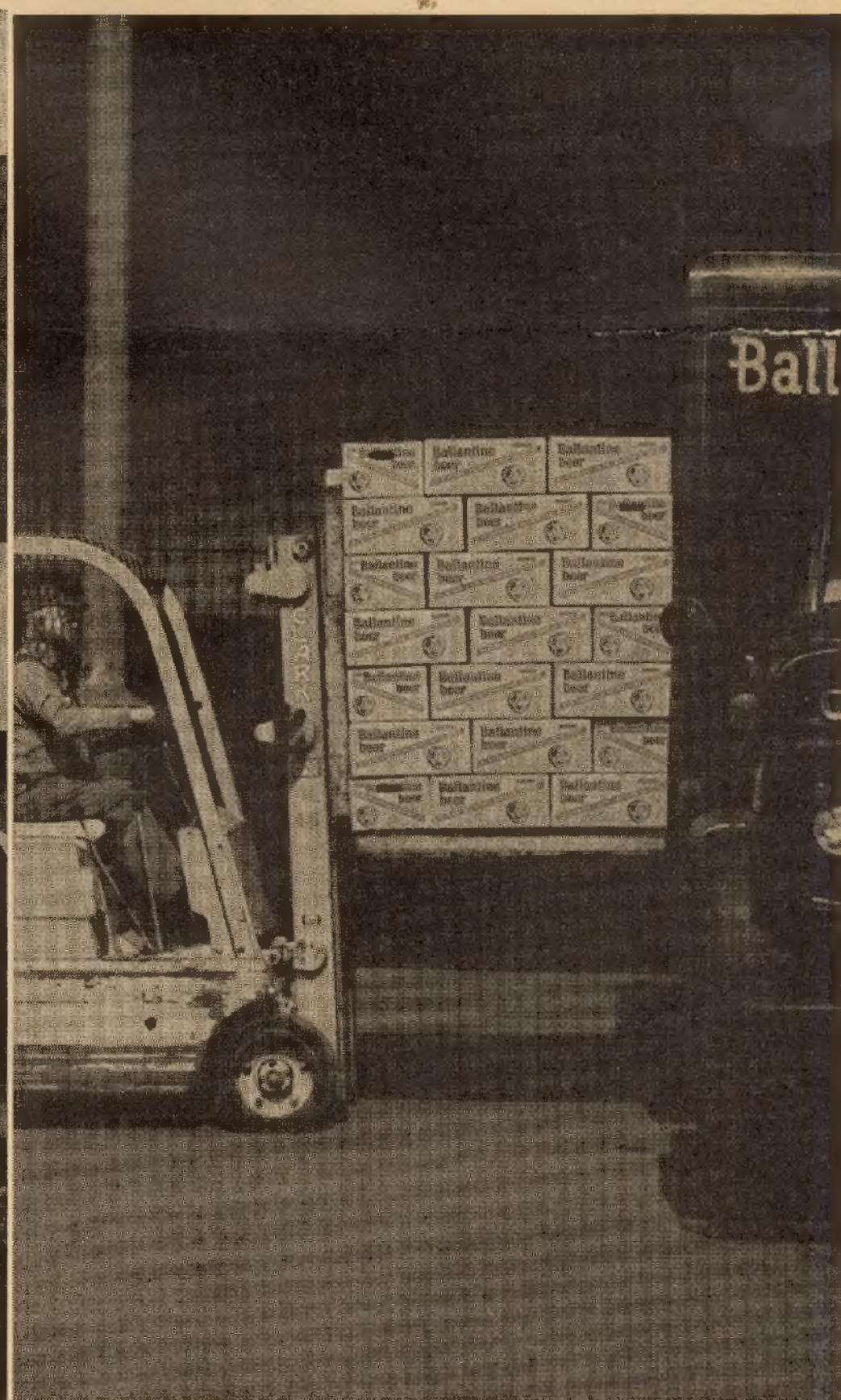
P. BALLANTINE & SONS

**Look
oril**

Promotion Ballan-
Steno-Clerk
District Ma
Merchandis
Sales . . .
tive Assista
chandising
Sales . . .
istrative As
Telephone
Nicholas A
Supervisor,
dising Rep
Field Liaise
gram Mana
her, Del

NEW LABEL HUGE SUCCESS WILL GO TO ALL MARKETS

Story on Page 3



Meetings Buy Design. Members of our sales forces enthusiastically approved Ballantine's new beer packaging design at a series of meetings held in the last few days. The new packaging line, best represented by a new beer label, will be shipped into all of our markets during April. Picture here shows New York sales meeting in progress. The other photo portrays what will soon be a familiar sight in our warehouses: new beer cartons being loaded on a truck for local delivery.

PINPOINTED . . .

Up The Ladder

Promotions in the news: *Caroline Witomski* from Typist-Clerk to Steno-Clerk, Sales . . . *Rodger Mulvey* from Bottle Salesman to District Manager, N. Y. C. Bottle Sales . . . *Edward Cunningham* from Merchandising Representative to Merchandising Supervisor, N. Y. C. Sales . . . *John Sawka* from Traffic Sales Coordinator to Administrative Assistant, N. Y. C. Bottle Sales . . . *Jack Vreeland* from Merchandising Supervisor to Merchandising Assistant to Manager, N. Y. C. Sales . . . *Edward Curtin* from Telephone Sales Supervisor to Administrative Assistant, N. Y. C. Draught Sales . . . *Patrick Sheridan* from Telephone Solicitor to Telephone Sales Supervisor, N. Y. C. . . . *Nicholas Aquilino* from Assistant Production Supervisor to Production Supervisor, Advertising . . . *Gene Kelly* from Messenger to Merchandising Representative, N. Y. C. Sales . . . *H. Norman Eriksen* from Field Liaison Coordinator, Sales Promotion Division, to Special Program Manager, Sales . . . *Patricia Sydek* from Typist-Clerk to Stenographer, Delivery . . . *Robert Ringer* from District Sales Representative to District Sales Manager, Western Division . . . *James V. Card* and *Waselewski* from Merchandising Representatives to District Representatives, Western Division . . . *Walter Duffy* from Merchandising post to Salesman, N. Y. C. Draught Sales.

Elected To Two Posts

Purchasing's *Fred Messina* has been elected President of the Louise D. Shugard Shelter and Day Nursery and re-elected President of the Shrewsbury Board of Education . . . Fred has been a member of the Shelter and Day Nursery organization for three years . . . He has served on the Board of Education for 16 years and has been re-elected President ten years in a row.

Three Retire

Delivery's *Joseph H. Strohmenger*, Brewing's *William J. Fix* and Warehousing's *Harry Ackerson* retired last month . . . Joe Strohmenger and Bill Fix are members of the Quarter Century Club . . . Our best wishes for a happy retirement go to all our new retirees.

Elected To Board

Frank P. McGerr, Tillson Branch Manager, has been elected to the Board of Directors of the Rondout Valley Aid & Rescue Squad Inc. of Cottekill, New York.

Earns Award

Esther Rifkin, daughter of Engineering's *Hyman Rifkin*, was awarded the "Elmira Key" during a special awards assembly held recently at Eastside High School in Paterson . . . The award is given to the girl most outstanding in leadership, scholarship, and school citizenship . . . Active in school activities, Esther is editor-in-chief of the Math X, a magazine written by students of the mathematics department; Secretary of the Future Teachers of America Club, and a member of the National Honor Society . . . She plans to become a Math teacher.

Council Vice Chairman

Brewer *Wilton C. Gayle, Sr.* has been elected vice chairman, West Side District, Robert Treat Council, Boy Scouts of America . . . Active in scouting for many years, Wilton was a boy scout when scouting celebrated its 25th anniversary and was a scoutmaster at the time scouting marked its 50th anniversary last year . . . *Billy Gayle*, following in his father's footsteps, has already attained the rank of Eagle, and has received the Protestant Religious Award in Scouting (God & Country).

Power Failure

A small fire in the basement of the A1 Building (former NBC Building) on March 19th caused a short circuit in two transformers providing electrical power to the entire plant . . . The fire was quickly extinguished but electrical power was disrupted for several hours . . . One of the transformers had to be removed for repairs . . . A stand-by transformer was procured and is housed in a two-story structure in front of the A1 Building on Ferry Street.

Likes Our Golden Harvest

The Metropolitan Opera's great baritone *Robert Merrill* was quoted in the Philadelphia Daily News last month as saying, "Outside of the occasional Leonard Bernstein concert the best music on television is definitely on the commercials . . . Just last night, I saw one — it was a beer commercial about a golden harvest — and it has the best music I've heard on TV in a long time. There was a full symphony orchestra playing something that sounded like Strauss."

Breakfast Plans Set

Plans are now completed for the 14th annual Communion Breakfast of Ballantine employees to be held on Sunday, April 1st . . . The Breakfast will be held at the Robert Treat Hotel, Newark, following the 8 a.m. Mass at St. Patrick's Pro-Cathedral . . . Tickets are being sold by committee members . . . Their names are posted on the bulletin boards.

THEY GAVE THEIR BLOOD TO AID BLOOD BANK



A total of 241 employees contributed blood this month at the two-day collection for the Ballantine Employees' Blood Bank held in the Personnel Division offices. The purpose of the collection was to replenish depleted supplies in the bank. Unfortunately the number of contributors was not as high as had been hoped.

INDUSTRY NEWS

Still Higher

It'll cost the Brewing Industry more money for malt and cans this year. The price of malt was recently raised 29 cents a bushel and the cost of cans was increased about two percent on January 1st.

Getting down to specific cases, these increases will add more than a million dollars to Ballantine's operating costs in 1962.

221 Plants

From a late edition of Modern Brewery Age's Newspaper:

"A recent report by the Internal Revenue Service lists 221 brewing plants in 33 states, four less than the report a year ago. On July 1, 1960, there were 225 breweries operating, and on the same date in 1959, there were 230. Three new plants were added to the industry in 1961; one new state, North Dakota, was added to the list of brewing states.

Doing Good

Fred Dickenson, who writes a column titled, "a beer fan's diary" in the American Brewer magazine, tossed a few bouquets at Ballantine's Mitch Miller show recently.

Said Dickenson: "The songs on the Mitch Miller program are good standards, singable, and done with taste. There isn't a rock 'n roll number to be heard and the music just seems to go well with the idea of a refreshing beer. I'm sure that this program, with its equally fine commercials, is doing beer in general, as well as Ballantine, a great deal of good."

Re-elected Director

Ballantine President *Carl W. Badenhausen* was re-elected to the Board of Directors of the United States Brewers Association last month. The election took place at the centennial convention of the organization.

Service Pins Go To 52

A total of 52 employees were awarded Service Pins in February. The recipients were:

20 Years

Margaret Connors, Advertising
George A. Dines, District Sales Manager
Alfred Gras, Warehousing
Martin F. Kastner, Delivery
August L. Kuhrt, Warehousing
August Schenck, Brewing
Matthew Tahancy, Jr., Brewing
Felix Travaglio, Delivery
Joseph Wells, Engineering

15 Years

Edward G. Askeldsen, Warehousing
Stephen G. Butkus, Bottling
Peter De Benedetto, Delivery
Patrick C. Devlin, Bottling
Anthony Devone, Warehousing
Harry Goldberg, Delivery
John A. Hoffman, Delivery
William J. Jones, Bottling
Thomas J. Kearns, Warehousing
James B. King, Technical
Frederick E. Lane, Bottling
William H. McGee, Bottling
George Miller, Bottling
Joseph Moran, Delivery
Charles Moravec, Bottling
John P. Nych, Warehousing
John A. Olohan, Technical
Frank A. Patten, Bottling
Arthur D. Poquette, Delivery
John A. Skwirut, Bottling

Domenic E. Spadola, Hamden Conn. Branch

Joseph Thornton, Bottling
Charles Van Giezen, Bottling
George Zeleznik, Bottling

10 Years

Edward Doslik, Engineering
Louis Finegan, N. Y. C. Bottle Sales

Edward J. Hochwarter, Rhode Island Branch
Robert Meding, N. J. Bottle Sales

Joseph E. Pidone, N. Y. C. Bottle Sales

Henry Rollenhagen, Sales
Mark E. Scherer, N. J. Bottle Sales

Bernard J. Smith, Jr., Rhode Island Branch
George S. Tyler, Jr., Baltimore Branch

Joseph P. Walsh, Technical

5 Years

John J. Farrell, N. Y. C. Merchandising

Michael W. Frazzano, N. J. Draught Sales

Allen T. Guippone, N. Y. C. Bottle Sales

Walter E. Horakh, Warehousing
Walter J. Keneston, Albany Branch

John L. McClusky, Technical
Gloria Pedati, Sales

Rita L. Pierce, Credit
Judith C. Vigna, Delivery

THE WEATHER WAS GREAT



Brewer *Frank Gradzky* and members of his family are shown here enjoying their 11th successive annual vacation recently on Florida's Treasure Island in the Gulf of Mexico. Sunning on the shore at Gulf Beach Cabanas are Frank and his wife *Florence*, watching daughters *Margaret*, 13, left, and *Jeanette*, 18, cavorting on the sand.

Construction Program 90 Percent Complete

The building construction part of Ballantine's huge expansion program is now ninety percent complete.

Project Engineering reported this week that final construction of the new warehousing-packaging plant will be concluded within six months. The Division also reported that the other major phase of the expansion program, the installation of new equipment, should be finished by the end of the year.

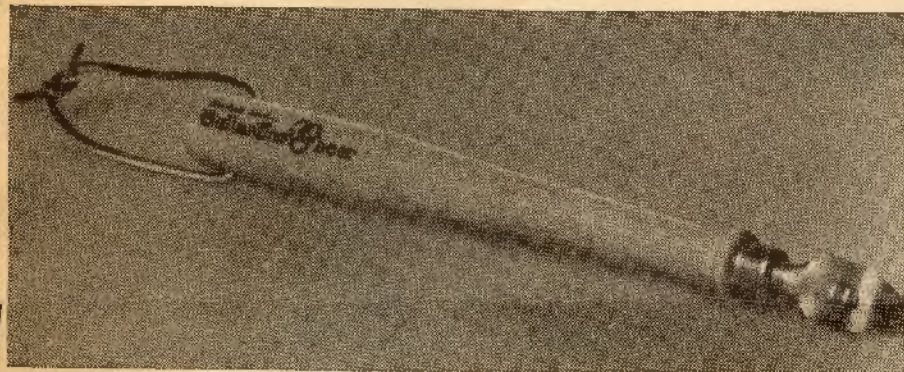
The ten percent of construction still to be done involves three separate projects. One is to create a main entrance to the new warehousing-packaging plant, the second is to fill in the Bottle House section facing Christie Street near Ferry Street, and the third is the removal of the west Bottle House wall so

that the existing Bottle House will join the new construction areas as part of one continuous structure.

The main entrance to the new building will be located on Ferry Street between what was the old NBC building and the Plant 1 Bottle House. The entrance will thus face Freeman Street.

Workmen are now active on still another project — the creation of an ultra-modern sternenwirth, the third to be built in the new plant. This employee facility will be located in the area which was once used for pallet conveyors on the second floor of the old warehouse, facing Christie Street. The old warehouse, of course, made way for the construction program. The new sternenwirth will be ready for use in May.

King-Size Opener



If you're used to doing things in a big way this twelve-inch-long Ballantine bottle and can opener is definitely for you. It's good for use at picnics, back-yard barbecues, boating trips, etc. The opener, a \$1.50 value, is now on sale at the employee Three Ring Shop for 76 cents. Supplies are limited. The Three Ring Shop is open from 11:30 a.m. to 3:00 p.m. every Thursday, and from 6:30 a.m. to 10:00 a.m. the second Wednesday of each month.

United Appeals Says Thanks To Employees

Ballantine employees contributed the largest amount from any manufacturing concern in the entire community towards the last United Appeals Campaign for Newark, Irvington and West Hudson. This was revealed this month in a letter of thanks sent to Ballantine's campaign chairman Rudy Munz of the Personnel Division.

The letter stated, "Through you all of us here at United Appeals can extend our very sincere congratulations and appreciation to the entire Ballantine organization: you and your associated campaign leaders and workers, the generous contributors among the executives and employees, the leadership and personnel of the various unions, the office and record people who make possible the actual payroll donations, the staff of 'Three Rings' — which this year won the Industrial Editors United Appeals Contest, and the dedicated Ballantine people who

serve on the budget, trustee and campaign groups of the Welfare Federation.

"According to my records the gifts of all Ballantine people for the 1962 campaign, through the magic of payroll donations to your 'Three Ring Charity Fund', have set a new high of \$15.89 per employee. This figures out to the largest amount from any manufacturing concern in the entire community and on a ranked per capita basis is No. 7.

"This is a record for still another year of the finest type of corporate good citizenship. It identifies Ballantine employees clearly with those who are working for the good of the people. It recognizes that the place where we work is part of our community."

The letter was signed by Richard S. Berkey, Assistant Executive Secretary.



Has Perfect Attendance Record

Plant 2 Bottler Teddy Szybkowski who says, "I guess I'm just more fortunate than most", marked the completion of seventeen and a half years of perfect attendance at the end of last month. Teddy, who works the night shift, admits to having had some minor illnesses over the years but nothing serious enough to let him miss a day's work. The 47-year old bachelor lives in Newark, has a ready smile and a cheerful outlook, and is looking forward to continuing his perfect attendance record for many years to come.

WINS PRIZES ON TV SHOW

Brewer Jeremiah (Jerry) Ford won over \$6500 in prizes recently during three appearances on the television show "Say When."

Chief among the prizes was a 1962 automobile. His other wins included a living room set, five cases of ham dinners, a washer-dryer, a refrigerator, five cases of chop suey, a commode, a five piece television-stereo package, forty cases of chili con carne, a puritron kitchen model and a 15 volume set of children's books.



Jerry combined a knowledge of prices and quick thinking in defeating three other contestants for prizes. He also found plenty of time to provide "plugs" for Ballantine while the show was on the air. His pride in working for Ballantine is easy to trace. His father, a former employee, earned membership in the Quarter Century Club and Jerry himself has worked at the Brewery for more than twenty years.

"Say When" is a popular morning television show telecast in the New York area over NBC-TV's Channel 4, the same station that carries the Mitch Miller telecasts on Thursday nights at 10.

Beer Packaging New Look Goes To Trade In April

One of the newest and brightest sales tools in Ballantine history, a proven customer-preferred new look in all of our beer packaging, will begin reaching each of our many markets sometime next month.

Spearheaded and best symbolized by a colorful, specially-designed beer label, the modern packaging line has already been enthusiastically received in five of our vital sales areas. It was the overwhelming success in these areas which led to the decision to mass produce the new look and replace the present design as soon as possible. The famous Ale design will be retained.

New York and New Jersey sales personnel, as well as all our Branch sales forces, were introduced to the new label at a series of special sales meetings held within the last ten days. An inkling as to what the reception to the packaging line will be like locally was given at the New York sales meeting. The salesmen broke into spontaneous applause six times as the new line was unveiled to them.

The beauty of the new look is the multitude of advantages it provides in selling our beer. It creates additional consumer demand, gives our salesmen another approach in reaching hard to sell customers, and provides our beer packaging with very strong eye appeal when compared with competitive brands and our present label.

The key to the unique packaging

design is Ballantine's 3 ring symbol. These three rings are portrayed in a field of reds and golds and present to the consumer a picture of quality and the promise of enjoyment! A promise that we know from experience is always fulfilled.

Supporting the entrance of the new label into all our markets will be a comprehensive advertising campaign tied in with our "Golden Harvest" theme.

The nucleus of the entire campaign will be the punch line, "So great it rates a bright new label." And it is great. Tell everyone you know and see if they don't agree.

Support the new packages at every opportunity because they present tremendous sales possibilities for Ballantine. And that means for you!

VICE PRESIDENT JOHN E. FARRELL RECEIVES BROTHERHOOD AWARD



Ballantine Vice President John E. Farrell was one of three recipients of the New Jersey Region, National Conference of Christians and Jews' Brotherhood Award, presented last month at the annual Brotherhood Award dinner. In photo here, Mr. Farrell is shown accepting his award from E. Hornsby Wasson, President of the N. J. Bell Telephone Company, who served as dinner chairman. The award recipients were each honored for "symbolizing in his life and work the ideals of brotherhood." New Jersey Governor Richard J. Hughes was the principal speaker at the dinner.



Not Much Time Left In Men's Bowling Races

Fever has hit the men's bowling league division races.

The arrival of Spring has something to do with it but only because it means there are only a few short weeks of bowling left before the close of the season.

That's the reason for the fever. The challengers have to get up enough steam to make the final run for the division championships. If they run out of drive now it's all over.

Writing all that remains is a few weeks of competition in every division but the Extra Fine. In that division only a few weeks remain.

We won't even attempt to give a division by division rundown at this point. Things will be happening rather quickly in the last weeks, so today's leaders have their work cut out for them. Quite possibly by the time you read this some of them won't be leaders.

Let's leave the men's bowling league report this way: Four of the seven contests are so close there could be a new front runner the next time they bowl. In one division the edge is three and a half games and in two others the leads are five and six games respectively. Even the latter two pace setters feel far from secure at this time.

A safer subject now is the individual high game picture in the league itself and in each of the divisions. The top men in the entire league are Luddy Santorini and John

Mazey who have each bowled a 275 game. Mazey held the league lead alone but Santorini tied him earlier this month. John bowls in the Flavor Division and Luddy in the Body Division.

The division leaders now are: Howard Card in the Three Ring Division with a 264; Rocco Ciampi in the Purity Division with a 256; Harry Drude and "Red" Tivenan tied in the Handy Division with a 244; Alex Vida in the Ale Division with a 247 and Joe Freeman in the Extra Fine Division with a 242.

The high three game series mark in the entire league is held by John Carroll who has a 670 series to his credit. Carroll bowls in the Body Division.

The high three game team series honors also rest with a Body Division entry. The Bottle Drivers 1 squad has a 2942 mark established. The Drivers also own the team single game mark with a 1087.



This is the Beer Fermenting team, leader in the Purity Division of the Men's Bowling League. In front row are Rocco Ciampi, Gene Fields, and Charles Lindorfer. In back row are: Warren Mayer and Stanley Trebus. Joe Augusta, also a member of the team, was not present when photo was taken.

Golf Tournament May 5

The annual Ballantine Employees' Spring Golf Tournament will be held on Saturday, May 5 at the Asbury Park Golf and Country Club in Neptune. Deadline for

tournament entries is April 27th. See the members of the golf committee, whose names are posted on the bulletin boards, for additional information.

Yanks To Open Season April 10

Ballantine will begin its 16th straight year of wide radio and television coverage of World Champion New York Yankee regular season games when the Yanks open the 1962 schedule on April 10 against the Baltimore Orioles at Yankee Stadium.

In the New York metropolitan area the games will be radio broadcast over WCBS A.M. and F.M., and telecast over WPIX. WCBS is at 880 on the A.M. dial and 101.1 on the F.M. dial. WPIX is on Channel 11. About 55 other radio stations in a seven state area, and six selected television stations, will also carry a Yankee schedule under Ballantine sponsorship.

Yankee coverage is not the only major league baseball which Ballantine will provide for fans this year. Three Ring brews will also sponsor both radio and television reports of Philadelphia Phillies' games and Washington Senators' games. The Phillies' radio play-by-play will be carried by about 25 stations in three states. The telecasts will be over WFIL-TV plus three other Pennsylvania stations, WGAL, WNEP and WLYH.

The Senators' games will be carried by WTOP radio and WTOP-TV in Washington and 25 other radio stations in the Washington area.

The Phillies and Senators open their season on April 9th. The Senators will meet the Detroit Tigers at home on opening day and the Phillies play the Cincinnati Reds at Cincinnati.

While waiting for opening day to roll around, Ballantine has been providing fans with pre-season accounts of the Yanks', Phils' and Senators' games.

Minor league coverage is also in the Ballantine sponsorship picture. The scheduling includes radio broadcasts of the Jacksonville (Florida) Suns' and Richmond Virginians' games, and telecasts of the Binghamton (N. Y.) Triplets' contests.

Family Day June 9

The fifth annual Ballantine Employees' Family Day Bus Outing to Yankee Stadium will be held on Saturday, June 9. The first four family day outings were held late in the summer but the event was moved up to an earlier time this year because a football game trip for employees is tentatively planned for the fall.

Committee members will be selling tickets for the June 9 Family Day soon. Get yours early.

Girls' Team Set For Tournament

The five girl squad, which will represent the Ballantine Girls' Bowling League in the 17th annual N. J. State Women's Bowling Association Championship Tournament, will see tourney action on March 31st.

The Ballantine team is set to bowl in the Saucer Circle Lanes, Route 46, Ledgewood, N. J. starting at 7:45 p.m. The tournament team consists of Lynn Pittner, Altheda Gross, Helen Miller, Lenore Gilbert and Pat McCusker.



TOP GIRLS' TEAM — This is the Belle Hops team the leader in the Girls' Bowling League. In front are Kay Creedon, Pat Lazarek, Joyce Valente and Diane DellaTorre. Standing in back are Lena Zara and Jo LaVecchia. At this writing the Hops squad holds a three and a half game edge over its nearest competitor. Only about seven weeks of action remains in the Girls' Bowling League competition.

In The Family

Married. Nancy Targett, Market Research, to Henry Elwood Keller at a ceremony in Newark.

Married. John Andrade, Warehousing, to Amelia Romano at a ceremony in Elizabeth.

Born. A son, Patrick M. to Mr. and Mrs. Patrick Sheridan at Misericordia Hospital, Bronx, N. Y. The new arrival weighed eight pounds, 11 and a half ounces at birth. Dad works in New York City Telephone Sales.

Born. A daughter, Coleen, to Mr. and Mrs. Russell Eddy. Coleen weighed seven pounds, one ounce at birth. She joins a sister and two brothers in the Eddy household. Dad works at the Washington, D. C. Branch.

Born. A daughter, Carolyn, to Mr. and Mrs. Orlando Pisano at Methodist Hospital. The new arrival weighed six pounds, 13 ounces at birth. She joins a brother and a sister in the Pisano household. Dad works in the Warehousing Department.

Born. A daughter, Kerry Ellen, to Mr. and Mrs. Rocco Votta at Point Pleasant Hospital. The new arrival weighed six pounds, two ounces at birth. She joins a sister in the Votta household. Dad works in the Data Processing Division.

Born. A daughter, Noreen, to Mr. and Mrs. William Cross at Beth Israel Hospital. The new arrival weighed eight pounds, 15 ounces at birth. Her mom, Joan, worked in the Credit Department before leaving Ballantine last year.

Born. A son, John Henry, to Mr. and Mrs. Harry Swanson at Beth Israel Hospital, Passaic. John Henry weighed eight pounds, four ounces at birth. He joins a sister

in the Swanson household. Dad works in Project Engineering.

Born. A daughter, Claire, to Mr. and Mrs. Thomas McNamara at Holy Name Hospital, Teaneck. The new arrival weighed eight pounds, four ounces at birth. She joins two brothers and a sister in the McNamara household. Dad works in New York City Bottle Sales.

Born. A son, William E. 3rd, to Mr. and Mrs. William E. Kennedy, Jr. at St. Mary's Hospital, Orange. The new arrival weighed eight pounds, one ounce at birth. Dad works in the Technical Department.

Close To Home

It is with sincere regret we report the deaths of the following employees during the last few weeks:

Frank W. Gutknecht, Brewer. Mr. Gutknecht started his Ballantine career in September, 1945. He lived at 726 Broadway, Newark.

Berthold Koenig, Pensioner. Mr. Koenig, who began his career in February 1896, was Draught Shipping Superintendent when he retired in July 1944. He lived at 68 Augusta Street, Irvington.

Frank E. Preston, Yardman. Mr. Preston began his Ballantine career in June, 1948. He lived at 74 Lenox Street, East Orange.

The sympathy of all of us at Ballantine goes to the families of these men.

PUBLISHED MONTHLY BY P. BALLANTINE & SONS, NEWARK, N. J., IN THE INTEREST OF BALLANTINE EMPLOYEES AND THEIR FAMILIES. LEONARD B. FAUPEL, EDITORIAL DIRECTOR; JOSEPH VECCHIONE, EDITOR; TRUMAN TOLAND, ART DIRECTOR. REPRINTING OF CONTENTS FORBIDDEN WITHOUT CONSENT OF PUBLISHER.

Plant and Branch Reporters

Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Brewery and Bottle House, Plant 2, Henry Weber; Credit, Ruth Brennan; Engineering, Jane Brazowski; Sales Promotion, Helen Miller; N. J. Bottle Sales, John Lapp; N. J. Draught Sales, Andy O'Brien; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Millie D'Alessandro; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; General Transportation Office, Frank Winnicki; Warehouse, Al Platz; Albany, Bill Peterson; Baltimore, Tom Anderson; Cranston, Mary R. Mullen; Fairfield, May MacNamara; Hamden, Nancy O'Day; Red Bank, Peggy Lund; Tillson, Elaine F. McCann; Washington, Louis Frid; Wethersfield, Lenore Magnell.

TRADEMARK "THREE RINGS" REG. U. S. PAT. OFF.
COPY. 1962 P. BALLANTINE & SONS